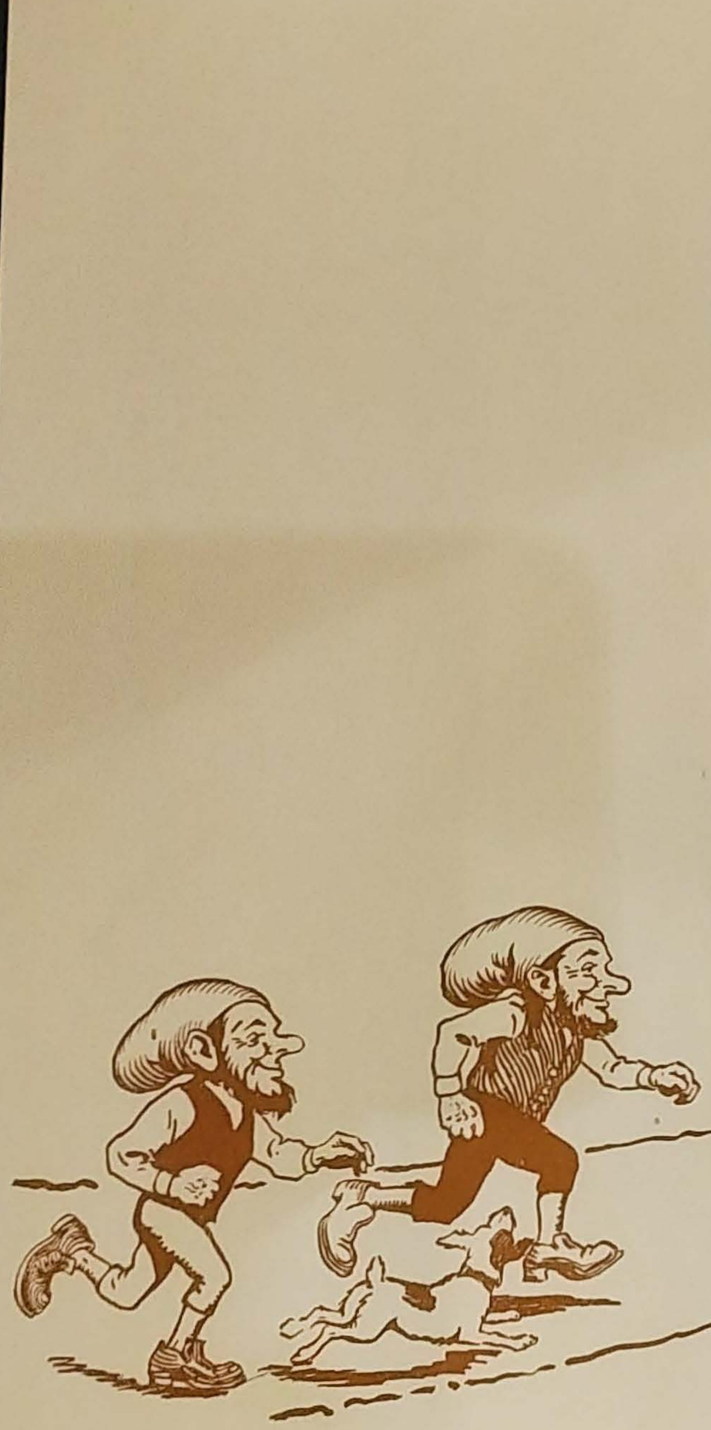
Seventy-Five Years of Constant Growth

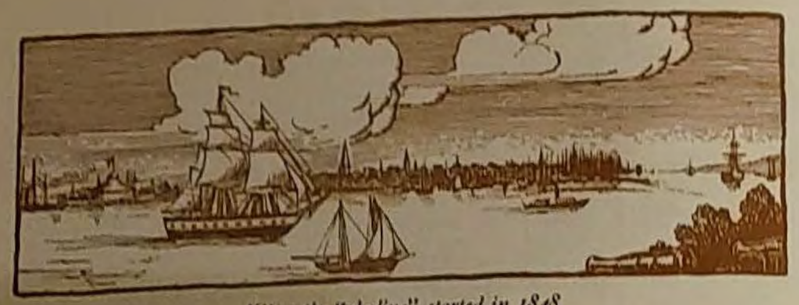
Hammacher, Schlemmer & Co.

Commemorating
the Seventy-fifth
Anniversary of
Hammacher, Schlemmer & Co.

1848 ◆ 1923

"IF a man write a better book, preach a better sermon or make a better mouse trap than his neighbor, though he build his house in the woods, the world will make a beaten path to his door."—EMERSON





When the "skyline" started in 1848

SEVENTY-FIVE YEARS OF CONSTANT GROWTH

By Ernest C. Riedel

AMERICAN history has proved the last seventy-five years to be as eventful as any in its past. This period saw some of the greatest inventions and discoveries, four great financial panics and four wars—perhaps six wars if the Philippine Insurrection and the Boxer Uprising are termed wars.

A musty old volume entitled "A Picture of New York" states: "New York, the largest city in America, is not exceeded in population by more than five cities in all Europe."

Our forefathers of seventy-five years ago were like most of us today who cannot comprehend a larger, more magnificent New York. In 1848 a writer states: "It is impossible to contemplate the tremendous and wonderful progress of our city without feeling our hearts stirred with deep emotion and inciting us to gratitude and praise."

There is much in this quotation for us to "contemplate."

* * *

Back in 1848 when the great rush for gold in California began, when most of the Western states as well as Alaska were foreign soil, when the "Great Eastern" made her record voyage of twelve days across the Atlantic and when the sewing machine was just in its infancy—another infant had already been born—*unnoticed*. The year 1848 produces this infant's earliest existent record, although it is known to have existed before that time. No one knows exactly how much earlier the birth of the business took place which grew to be the great house of Hammacher-Schlemmer & Company and which started its career at 221 Bowery.

Those were the days when grandpa donned his beaver and Beau Brummelled in his barouche and four up old Broadway to the theatre.

AS if to add another notable event to those of 1848 the old Park theater burned to the ground and New York's sky line showed a vacant space.

1848 is the year in which Zachary Taylor of the Whig Party was elected to succeed Polk as President. He served slightly more than a year when death claimed him and also the Whig Party, which was entirely out of existence four years later.

Manhattan Island at that time was assessed at slightly more than sixty million dollars. It is today assessed at over six thousand millions.

John Young was governor of the state and William F. Havemayer was again chosen mayor after an interval of several years and in '73 he again proved his popularity by being once more mayor.

There were only twenty-four banks until suddenly new ones appeared at the rate of two a month and in a few years the metropolis had sixty banks.

Free schools were just becoming known. The newspapers contained advertisements of slaves for sale, and the advertisements of lotteries which were proclaiming their "lucky offices."

The year 1848, with the Treaty of the two-year war with Mexico just signed, saw the beginning of the College of the City of New York.

Baseball was beginning to find popularity. It was first played upon a diamond only three years before.

Our copper production was at the rate of only a few hundred tons yearly. Now it is nearly a million tons.

While coffee was half as costly as it is now, tea is one of the few items that has remained at about the same cost.

While there are now but five times as many farms as in 1850, their valuation has increased from four billion to eighty billion.

Hucksters were very common in those days. They announced their wares with quaint little songs. Among them the picturesque clam-man would sing:

"My clams I want to sell today
The best of clams from Rockaway
And if you don't believe it's so
Come buy my clams and then you'll know.
Come you that have money and I that have none
Come buy my clams and let me go home."

At the fashionable Park Theater

Trundling a wheelbarrow on which was a keg, another huckster would cry in his nasal twang:

"Sweet cider, sweet cider
'Tis equalized to wine
Yet people call it cider."

The public porters and hand-cart men had quite a thriving business and were protected by legal rates of fare. One finds an advertisement stating:

"For carrying a load upon a wheelbarrow any distance not exceeding a half mile, 12½c."
"For carrying a load upon a hand-barrow, 25c per half mile."
"Hand carting, 18c per half mile."

Great rivalry existed among the Fire Departments. They were of the volunteer variety in those days and many were more than willing to volunteer. Particularly those who were inspired, not so much by the need of their services, but by the fights that usually accompanied the fires.

There were many street loafers who would dress as firemen; and with their red shirts, fire hats and badges, would enter the houses with bags and carry off what they wanted while the "fire fighters" were settling their jealousies among themselves. In 1886, exasperated Gothamites finally abolished the inadequate volunteer fire fighting apparatus by means of the steam engine.

Seventy-five years ago, men were living whose names will live forever in American literature. Such men as Bryant, Cooper, Emerson, Irving, Longfellow, Lowell, Poe and Whittier.

Baseball starts its thrills

ONLY three blocks from the present location of Hammacher, Schlemmer & Company stood the Washington Hotel on fashionable Broadway where Fenimore Cooper founded the famous "Bread and Cheese" Club.

In seventy-five years our annual imports and exports have grown from three million to thirteen billion. Our national wealth has jumped from seven to three hundred billion.

One should not forget that in 1848 New York was linked by telegraph with the Chicago that had not existed fifteen years before. Those were indeed the days of very rapid strides and unlike an apparent mushroom growth, the permanent foundations of many great enterprises were laid.

* * *

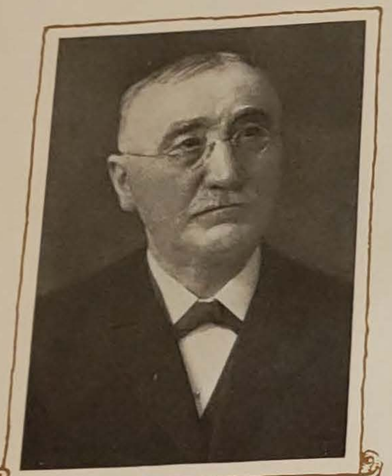
On a melancholy day in the early summer of 1853, a packet boat was waiting in New York Harbor to discharge its weary immigrants. The sight of the cluster of comfortable houses was more than welcome to one of the weary passengers in particular, who had been cooped up in the dingy boat for weeks. With wide-eyed admiration one ambitious youngster of twelve years named William Schlemmer, felt the thrill of grasping Opportunity's door the moment he put his foot upon American soil. What a picturesque sight to see him later, at $2.00 per week, selling nails, hammers, etc., on the pavement before the store of William Tollner, the business he later controlled until his death. Sixty-four years of "keeping everlastingly at it," concentrating on the one job—is the corner-stone of the business that carries his name today.

Yacht races had now, in '53, brought new excitement to the Empire City.

[*Continued on page 14*]

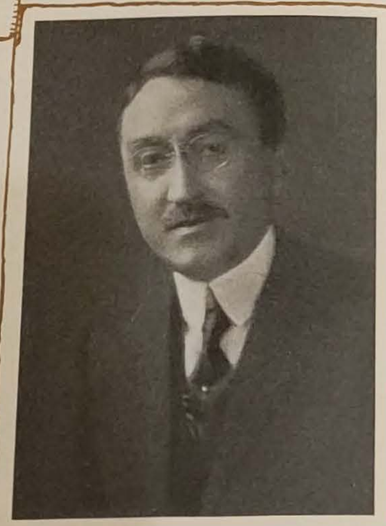
Going to a fire in 1848

THEN —



WILLIAM SCHLEMMER

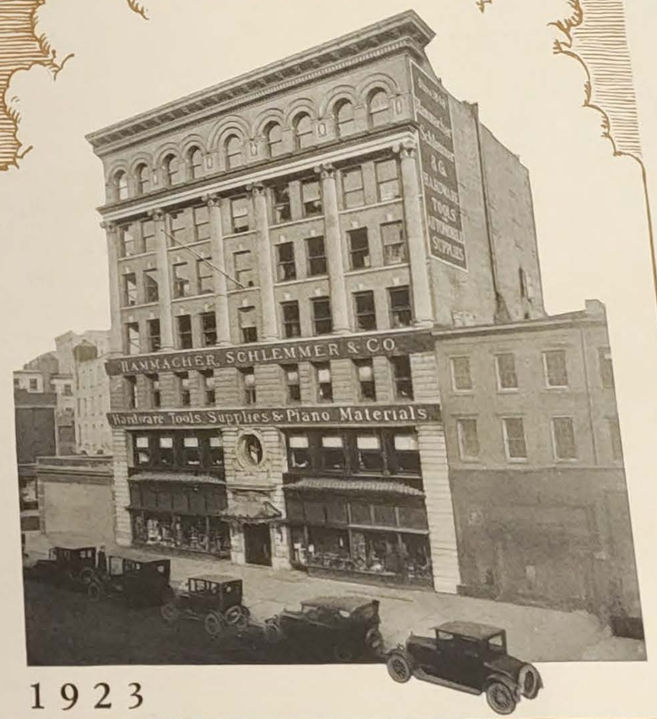
1848



WILLIAM F. SCHLEMMER

TWO MEN WITH BUT A SINGLE VISION

AND NOW



1923

SHORT STORIES OF SUCCESS

Directors of Hammacher-Schlemmer & Company's Destiny

NONE could be more fully instilled with the Hammacher-Schlemmer spirit of Work, than are these men.

Being actively connected with the organization since an early age, their attainment of the ranks they now occupy, is the result of years of sincerely applied and faithful service. Each one daily directs his section of the big family—which is perfectly co-ordinated. A director's signature is the stamp of personal interest and thorough ability. A letter from any of them carries a power that is respected by all—a respect that confidently recognizes those who know their business.

AUGUST PAHL

Grew up with Hammacher, Schlemmer & Co. since the age of twelve, when he started his career as office boy. When it is said he "grew up" with the Company, it is to be interpreted naturally as well as literally. He kept pace in promotions with the rapid progress which the Company has made, until today he is Vice-President, having been elected to this office in 1917. In addition to also being a Director of the Company, has control of the purchasing of the general Hardware, Tools and Supplies, which demands the foresightedness and shrewdness for which he is known. He came with the Company in 1885.

WILLIAM F. SCHLEMMER

Father of the busy family. Devoted to his tasks, his desk is among the many others whose unsecluded desks are always reachable. Started at the bottom when fifteen years old, and gradually rose through every department until 1914 when he became President. Two years later he was also appointed Treasurer.

HERMAN ACHER

Is a familiar figure to people who have occasion to enter the Company's New York City place of business. He has served the Company faithfully and well for over forty years, originally having entered the business as an assistant in the store. By the qualifications which made him particularly adapted for this work, he rapidly advanced to Superintendent and as such his duties are manifold. Mr. Acher has been one of the Directors of the Company for a number of years, and in 1920 was elected Vice-President which office he holds at present.

WILLIAM H. SIEBERT

Was elected to the office of Secretary in 1918. He has been with the Company for about eighteen years. During a large part of this time, he directed persevering efforts toward making the extensive sales promotion work of the Company successful. He also has made a careful study of credit work for many years, and his present duties as Secretary and Credit Manager make all his days busy ones.

AUGUST F. BROCKE

Came with the Company almost thirty years ago, and during these many years has had full charge of the Accounting and Bookkeeping Departments. This entails work of the most exacting nature, involving a great amount of detail. His many years of experience along these lines have fitted him to uphold this end of the business successfully. He has been one of the Company's Directors since 1918.

LOUIS SCHMIDT

Joined the Hammacher, Schlemmer & Co. family at a very early age, in the year 1897. His confident thoroughness in whatever duties were assigned to him in the various stages of his business career, has resulted in placing him in full control of the purchasing of all piano materials and specialties. In this capacity, in which he has served for a number of years, he has contributed largely toward the success of this end of the Company's business. He also serves as a Director of the Company, being elected in 1921.

JOHN SCHADLER

The speedy passage of time is revealed when one considers that Mr. Schadler is celebrating his Twenty-Fifth Anniversary with the Company this year. He came as a young boy, and after years of groundwork in the sales and advertising lines, his constant desire to make the good better, has made him a moving spirit in Hammacher, Schlemmer & Co.'s successful publicity. In his present position as head of the Piano Materials Sales Department and Manager of General Advertising, he has attained a record of progressive growth well worthy of mention. He is also one of the Company's Directors, having been elected in 1922.

WALTER B. McKIBBIN

A most firm believer in progress, is another member of the family which Hammacher, Schlemmer & Co. has raised from a boy. The training he received in the various departments and particularly in store work, has equipped him to well fill the position he now occupies as Sales Manager, to which he has rapidly risen. As a live wire, he instills into the sales force the same vim and pep (modernly expressed) which are essential in keeping up with the present day trend of conditions toward increased rapidity, giving customers quick and efficient service. Mr. McKibbin was elected Director of the Company in 1921 and has been with the Company since 1901.

AS early as 1851, the first big international yacht race was won by the "America" when she defeated England's "Aurora." Horse races of course, were held, but they were not like today. They were often fifty and one hundred miles in length.

The money we really "made"

In this same year the anticipated linking of the old and new world by means of the first Atlantic cable brought premature celebrations in honor of Field's great achievement. The expected message did not arrive due to the cable having parted. The "Great Eastern" finally succeeded in splicing it eight years later, making the cable a reality and also laid a new one bringing a communication never since interrupted.

In 1859 A. Hammacher was admitted to the firm which moved to larger quarters at 209 Bowery where the business remained until 1904. The present location with warehouses embodies nearly one hundred thousand square feet.

In the beginning of the Civil War, coins became scarce due to the hoarding that was going on. The Government permitted merchants to make their own coins which were used to make change. Hammacher-Schlemmer & Company were one of the first to issue them. These were known as "copper heads" or "rebellion tokens."

"Floating Chapel" for sailors
Foot of Pike Street, East River

DURING 1862 and '63, the city was swarmed with millions of "tokens." There were between six and seven thousand known varieties. They were made of copper, brass, copper-nickle and some were made of lead. Due to the abuse of the privilege, the Government put a stop to the practice in 1864. The coins bore the name of the point of issue and were redeemable there only, but few coins ever found their way back to their source.

In 1865 when Lee's surrender ended the Civil War, Lincoln was assassinated.

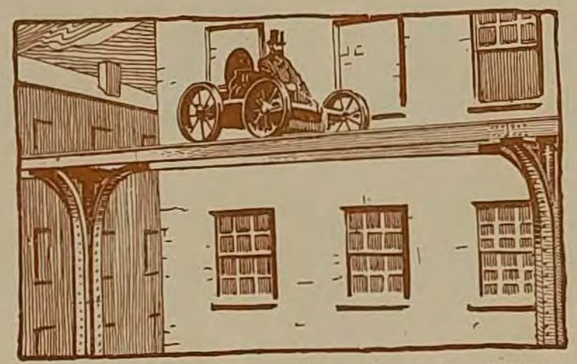
Two years later the purchase of Alaska from Russia for seven million dollars was not as important to the faithful William Schlemmer as was his appointment as partner in the company which later added his name to the firm name.

In those days prices were higher than they are today but declined until 1900 to one third of the prices that prevailed in '65. Then the upward climb began with which we are all familiar.

The early stock brokers who had their informal meetings under the famous "buttonwood tree" or at Tontine's Coffee House in Wall Street were now housed in their new and permanent Wall Street home. In 1867 the ticker was established. The Tweed Ring (not overthrown until '75) had the rapidly developing municipality in its grip. New streets, building operations and much public work offered opportunities for plunder.

The next few years saw the first Apartment house known as "French flats."

The "towering" Fifth Avenue Hotel of six stories held one of the newest wonders—an elevator.



First Elevated trial trip in 1867 by Harvey, its originator, to prove that cars would not jump the track

SOME WHO HELPED BUILD

With ten to forty-three years of co-operation to their credit

Part of the large Hammacher, Schlemmer family which constantly grows in its devotion to work and honorable effort.

A growth promoted by the day's problems which offer opportunities to exercise initiative and preserve the worker's individuality.

Perfectly co-ordinated, every member of the organization serves with a whole-hearted interest.

The constancy of every worker reflects credit upon an organization whose chief object is to preserve the spirit of progress.

That spirit which has made all members proud of their association with a corporation that appreciates every individual's help.

PETER DAUSSMAN
Forty-three years

CHARLES WERNER
Forty-one years

JOHN HALBLAUB
Thirty-six years

ISADORE MILLER
Thirty-three years

JOSEPH MUELLER
Thirty years

F. J. SCHWARZ
Twenty-nine years

J. V. MILLER
Twenty-four years

A. P. WOERNER
Twenty-three years

WILLIAM C. JUNEMAN
Twenty-two years

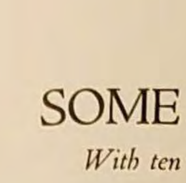
A. E. DEICKE
Twenty-one years

WILLIAM A. J. VIEZ
Twenty-one years

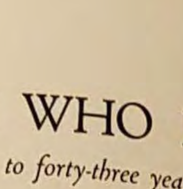
G. P. SODER
Nineteen years

JOHN BINGENDORF
Eighteen years

WM. G. SCHADEE
Eighteen years



CHARLES MEYER
Sixteen years

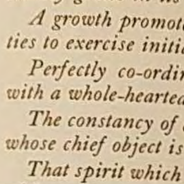


JOHN SCHWANER
Sixteen years

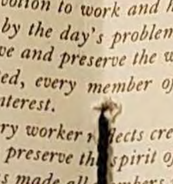
HENRY BLUMER
Twelve years

HARRY C. KRANTZ
Eleven years

FRED. LUTZ
Eleven years



OTTO H. GRUBE
Eleven years



AUGUST HELLEVEGE
Eleven years

AUGUST RUMPF
Thirty-six years

CHAS. F. HOWARD
Thirty-six years

LAWRENCE MILLER
Thirty-five years

L. H. LYONS
Twenty-seven years

PETER D. STOCKY
Twenty-six years

A. C. ANDERSON
Twenty-five years

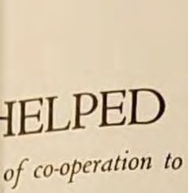
HERMAN GIMBEL
Twenty years

CONRAD LIEB
Twenty years

C. H. LEMP
Twenty years

ANTHONY MARQUES
Nineteen years

C. A. MILTENBERGER
Nineteen years



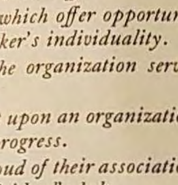
RICHARD REILLY
Fifteen years

JAMES H. CRYER
Fifteen years

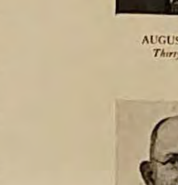
CHAS. HENNE
Fourteen years

ROBT. E. RUTHERFORD
Fourteen years

CATHERINE O'CONNOR
Thirteen years



LESTER J. SKIDMORE
Ten years



ANNA M. BERG
Ten years

WILLIAM F. KESTNER
Ten years

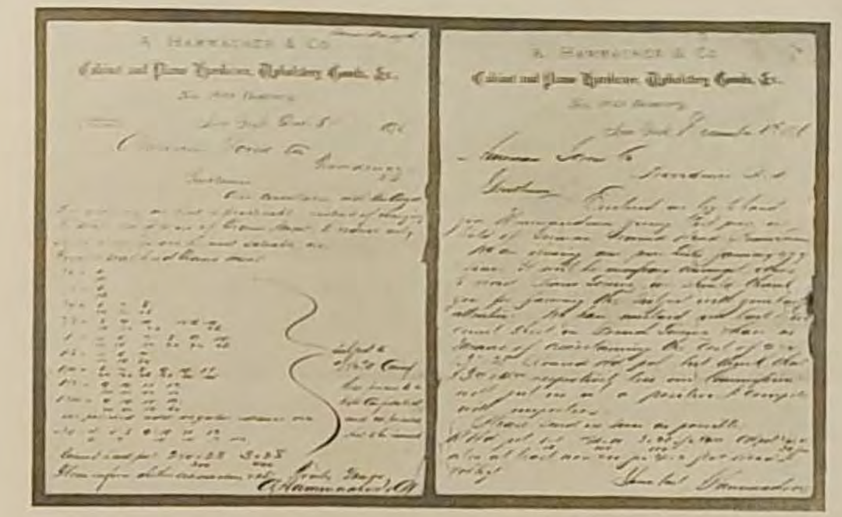
LOUISE NEUMANN
Ten years

Illustrating the growth of a catalog

THE latent power in organization and combination was now calling attention to itself in the minds of progressive men. The prevailing tendency towards consolidation expressed itself when William Schlemmer joined hands with A. Hammacher. All industry was being stimulated by radical advances in management and distribution. A new angle in retailing opened wider business channels—the mail order business, the department store and the chain store.

Mr. Schlemmer kept pace with all forward strides that would facilitate his business of supplying the manufacturer and consumer direct. Today the business has many salesmen traveling throughout the United States, east of the Mississippi and in a large portion of Canada. In addition a number of salesmen concentrate upon New York's needs exclusively. The lines carried include Hardware, Tools and Supplies for railroads, factories, institutions, and individuals. There is also a separate department for Automotive Supplies and Equipment and a very large branch of the business is devoted to Piano Materials and Supplies.

In 1869 the Knickerbocker City experienced its financial "black Friday" on September 24th.



An early contract, before typewriters were used

CONDITIONS improved however until '71 when two years of Wall Street excitement began. Pools, corners, panics, failures and the famous panic of '73 were only exceeded by the '93 panic which caused the undermining of all but the most solid commercial structures. In '93 one hundred and fifty-six railroads went into receivers' hands. Standard securities were selling from one half to one quarter of their accepted values. Factories were shut down. There was no money for the pay rolls and the emergency paper currency was resorted to.

The year 1876 saw the beginning of another era of great forward strides. This and the three years following were the years of "new fangled ideas,"—the telephone, typewriter, incandescent lamp, talking machine and the first elevated railroad which was opened in 1878. Some of us may remember the Centennial Exposition in Philadelphia in '76. Until now, steam had been the "transformation of the age" but it was beginning to be replaced by the electrical age.

The meteoric strides of an industry which barely existed in 1870 had to be measured by hundreds of millions before 1900. In the '80's electric lighting became common. In the 90's the trolley; and with six hundred automobiles produced in '99, there came the advent of one more billion dollar industry.

IN 1883 the year in which the Brooklyn Bridge was opened, the present style of name was adopted by the Corporation of Hammacher, Schlemmer & Company.

In 1886 the Statue of Liberty on Bedloe's Island was unveiled before one million people. Twelve years were consumed from its inception to its completion.

The most complete paralysis of the city's activities in all its history came in the great blizzard of '88 which crippled all of New York for over a week.

Chicago found itself in the limelight when the World's Fair was opened in 1893. The next great step into the limelight was made by the automobile when, in 1894, the first automobile auspiciously breezed into view and added to the noise of July 4th.

Dewey's victorious destruction of the Spanish fleet in Manila Bay on May 1st made the year 1898 a year to remember.

Buffalo now steps forward with its Pan American Exposition in 1901 which, we all remember, brought the tragic assassination of McKinley in the Queen City.

The first wireless message to be sent across the Atlantic placed Marconi's name where it belonged, in 1902.

As late as 1904 the Wright Brothers blossomed forth with their "impractical aeroplane."

While travel above the ground was still an experiment, travel below the ground was a reality; for in this year the first subway was opened. One might pause for a moment to contemplate the great advances during the short period since that time. In this same year work on the

"Union Place" in 1820

Stuyvesant's Mansion, 12th Street and 3rd Avenue

great Pennsylvania station was started. Six years were required to complete it.

During this year, 1904, when Roosevelt was elected president, Hammacher-Schlemmer & Company expressed the active part it was playing in New York's progress by leaving its old quarters in the Bowery to occupy its present spacious building. William Schlemmer having resigned from active direction of the company, was succeeded by his son William F. as general manager and who now has the controlling interest. The present location of the business is so rich in historic interest that a few words regarding it would not be amiss.

* * *

IN 1639 one of the grants made by the Dutch East India Company was known as "The Great Bouwerie." It was the largest and most desirable and it was included in the "Stuyvesant Plantage." This grant was one of the six above Wall Street which were then practically unoccupied. The price was to be a concession of one tenth of the crops annually and one "couple of capons" for each house.

The Stuyvesant estate extended from Broadway to the East River and from Fifth to Seventeenth Street. Peter Stuyvesant's house was located at about Third Avenue and Twelfth Street from whence he could be seen riding through the Bouwerie to the city when he was Governor from 1647 to '64. His Government capitulated to the English in '64 and Stuyvesant spent the rest of his days in retirement in his mansion. He died in 1682 at the age of eighty years.

Stuyvesant's Pear Tree and Tablet at 13th Street and 3rd Avenue

ONE of the few last remaining relics of Peter Stuyvesant's time was the famous pear tree which he brought from Holland and planted in his garden. It bore fruit for two hundred and twenty years until 1867 when the historic tree was blown down. The tree was located at the corner of Thirteenth Street and Third Avenue and, as a writer in 1867 stated, "until now the havoc of progressive improvement has left naught of Dutch relics save the old pear tree of the redoubtable Peter Stuyvesant. It is the last living thing in existence since the time of the Dutch dynasty." In the same year this last relic also made its departure.

However, some of the Dutch geographic names still remain unchanged. Among them we find Barnegat, Kill van Cull, Staten Island, Corlaer's Hook, Spuyt den Duyvil (in spite of the devil).

In 1725 New York saw its first newspaper in the form of the New York Gazette, "containing and to contain the freshest advices foreign and domestick."

In 1777 the Peter Stuyvesant mansion burned to the ground. Some claim the fire was started by a British spy.

The famous yellow fever plague of 1822 ascribed to impure water, desolated lower Manhattan and caused business and terrified inhabitants to move "out of town to Greenwich Village." There were no sewers—each house had its own "pit." Garbage was ordered to be put in "neat heaps bi-weekly in the center of the street for collection." Pigs did most of the collecting. They were allowed everywhere and were considered necessary. There were about twenty thousand pigs

and their territory was unlimited. There was no water supply. Water was furnished by numerous wells with pumps and some pumps were in the middle of Broadway. "Choice" water was carted around in large casks by hucksters.

At last an extensive "reservoir" was planned, and in 1836 a well one hundred and twelve feet deep and sixteen feet in diameter distributed water through twenty-five miles of mains to two thousand homes. It was located upon the exact spot where the Hammacher-Schlemmer building now stands. It was situated upon the slope of a hill of which all indications have disappeared with the exception of a few rocks that crop up in the rear of a number of surrounding buildings.

An engine pumped the water from the well to the reservoir two or three times each week. The tank measured twenty feet in depth and forty-two feet in diameter.

Under the hill below the reservoir and facing the Bowery Road was a two story brick residence occupied by the keeper of the water works.

A float in the tank was connected with an alarm bell in the house to give warning that some fire in the city was causing the water supply to diminish, which brought the pumping engine into action.

The plans regarding the introduction of Croton water and the estimated expenditure therefor was voted upon favorably by the people of New York and, with the turning on of the Croton supply in 1842, the use of the old "Corporation well and reservoir" was abandoned.

New York's first "Corporation Reservoir" where Hammacher, Schlemmer & Company is now located

THUS began the period of rapid forward strides. Every five years brought great changes. From 1840 to '50, Broadway from Bleecker to Fourteenth Street had been the aristocratic section of Manhattan. "Stuyvesant Village" was for the elite, and in 1848 "Union Place" had become the fashionable center which only ten years before was farm land. Due largely to the efforts of Samuel B. Ruggles, "Union Place" was built up and was surrounded by "splendid private mansions some of which are of costly magnificence." The "Gothic Villa" in Fifteenth Street is still standing. Union Place was described as an "oval enclosure at the head of Broadway enclosed with a wire fence of great beauty and cost, and has besides, a beautiful fountain with ornamental jets." At that time Broadway ended at Union Place where the Bloomingdale Road started.

The "New York & Harlaem Railroad" passed the present location of Hammacher, Schlemmer & Company on the street at that time called the Bowery which merged into "Avenue Four" above Union Place. The railroad continued to White Plains.

At Fourteenth Street and Sixth Avenue was located the fashionable school of William Forrest (later Forrest and Quackenbos), where so many well known New Yorkers of the past generations were educated.

The "New York and Harlaem Railroad" in 1848 near Hammacher, Schlemmer & Company's present location

Old Shot Tower, East River, 53rd Street

Washington's Statue, Union Square, 1856

At tenth Street and University Place the Presbyterian Church was erected in 1845 and near by Grace Church was erected in 1846.

Some of us may know of the Astor Place riot where several hundred were killed. The Astor Place Italian Opera House which replaced a menagerie, billed an English actor, at the same time that an American actor was playing the same part in another theater. Jealousy between the two caused the riot, the object of which was to stop the performance.

* * *

"But times are alter'd—trade has changed the scene
A city rears its form where only huts were seen."

SOME of the outstanding developments up to and including Hammacher, Schlemmer & Company's removal to their present quarters have already been mentioned. It might be well to include a reference to the building itself, the location of which is so very well known. It can be reached by the Lexington Avenue Subway, the Broadway Subway, the Third Avenue "L," the Broadway Surface Cars, the Third Avenue Surface Cars and the Fourteenth Street Crosstown Cars. The Fourth Avenue Surface Cars pass the door and there is a Hudson Tube station at Fourteenth Street and Sixth Avenue while the Grand Central Terminal and Pennsylvania Terminal are only a few minutes ride with the express train. In fact the building can be reached in fifteen minutes from any central point within a radius of several miles.

As previously mentioned, William and William F. Schlemmer always kept pace with the march of progress. The Corporation was always one of the first to adopt anything, regardless of expense, that would facilitate their business. They are always alert and ready to install the most modern devices to improve their efficiency and service. Among many other innovations that promote efficiency in every department of their business, we find a delivery chute which carries boxes seven floors to the basement and an escalator to carry heavy cases from the basement. The shipping department is on the seventh floor. The Piano and Phonograph Hardware Departments are on the sixth floor. The fourth and fifth floors are the stock floors with their myriads of items.

The entire business covers over one hundred thousand different items. It requires a perfect system to handle such a tremendous amount of detail. Overwhelming the conception of the average mind, the detail is handled in such an efficient manner as to actually seem simple.

We look with pride upon the forty-nine members of the organization who have served from ten to forty-three years. A living example of the elder Mr. Schlemmer's foresight in always realizing the absolute necessity of a perfect co-ordination of employees. Each one realizes that one depends upon the other.

The spirit of genuine co-operative effort permeates the entire organization. It is represented in the busy little gnomes who are always working as shown in the many Hammacher-Schlemmer car cards which have attracted such wide interest. The gnomes stand for Work. The employees stand for Work—and service.

There is no class distinction. The officials and Mr. Schlemmer are always reachable. Their desks are all alongside of one another among the many other desks in the wide open floor space.

An early advertisement

Two of the well-known car cards

HAMMACHER, SCHLEMMER & COMPANY served an active part in helping to win the World War.

In addition to supplying large munition corporations, many other industries who had converted their plants for war work were supplied.

Their entire supply and organization was at the government's command.

More gratifying than the award for distinguished service was the privilege of serving with unlimited "loyalty, energy and efficiency."

The reproduction below illustrates a donated poster to which was added the donated space in the New York subways, "L" roads, Hudson Tubes, and several railroads.

The donated poster originally printed in full color

Twelfth Street
Warehouse No. 1

Completely stocked with all supplies including piano materials. Also houses the private garage for Hammacher, Schlemmer & Company's fleet of motor trucks

Thirteenth Street
Warehouse No. 2

Ready for the "emergency" order. Containing such items that are required quickly when other sources of supply are exhausted

Thirteenth Street
Annex

Connected with the main building, and containing the Receiving and Shipping departments, also passenger and freight elevators, rest rooms, lunchroom, cloak rooms, etc.

The main building of Hammacher, Schlemmer & Company, at 4th Avenue and 13th Street

ALL are members of one big family of nearly three hundred—everybody works together. And there is more to do. Additions and expansions are already under way. Growth will continue.

Like their predecessors, this is the spirit cherished by every member of the Hammacher, Schlemmer & Company organization. The same confidence in the ever growing house of Hammacher, Schlemmer & Company is expressed by the directors who herewith apply their signatures and who hold fast to the inspiring lines of Edward Everett Hale:

"Look up—not down,
Look out—not in,
And lend a hand."

Wm F. Schlemmer
Wm Gust Pohl
Hermann Acher
Jos A Siebold
Hugo F Brocke
Louis Schmidt
Walter B. McLibbin
John Schaefer

New York, 1923.

ROBERT L. STILLSON
COMPANY · NEW YORK